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CLAIMS

1. A method comprising:

causing, via at least one network service, a user interface to be presented

on a client device, the user interface being configured to notify a user that a
printer selected by the user for printing a print job does not support a media
type upon which printing is intended; and

performing a scaling operation, via at least one network service, so that the user's print job is printed on at least one different media type.

- 2. The method of claim 1, wherein said performing is performed automatically, and further comprising notifying the user, via at least one network service, to inform the user that a scaling operation has been performed and that their print job has been printed on a different media type.
- 3. The method of claim 1 further comprising prior to said performing, causing via at least one network service, a user interface to be presented on the client device that presents a user with one or more user-selectable options for performing a scaling operation so that the user's print job can be printed on a different media type.
- 4. The method of claim 3, wherein the user interface that is presented on the client device that presents the user with one or more user-selectable options, presents a user with an option to perform a scaling operation using one or more previously-provided user preferences.

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- 5. The method of claim 1, wherein said media types comprise media sizes.
- 6. The method of claim 1, wherein said acts of causing and performing are implemented, at least in part, by at least one printer.
- 7. The method of claim 1, wherein said acts of causing and performing are implemented, at least in part, by at least one proxy server that serves as a proxy for at least one printer.
- 8. One or more computer-readable media having stored thereon computer-readable instructions which, when executed by one or more processors, cause the processors to:

send content to a client device, said content enabling the client device to:

display a user interface on the client device, the user interface being configured to notify a user that a printer selected by the user for printing a print job does not support a media type upon which printing is intended; and

display a selection of user-selectable scaling options that can be utilized so that the user's print job is printed on at least one different media type.

9. One or more computer-readable media as recited in claim 8, wherein the instructions further cause the one or more processors to provide one or more user-selected scaling options to a printer via a network comprising the Internet.

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10. A method comprising:

causing, via at least one web service, a user interface to be presented on a client device, the user interface being configured to notify a user that a printer selected by the user for printing a print job does not support a media size upon which printing is intended; and

performing a scaling operation, via at least one web service, so that the user's print job is printed on at least one different media size.

- 11. The method of claim 10, wherein said performing is performed automatically, and further comprising notifying the user, via at least one web service, to inform the user that a scaling operation has been performed and that their print job has been printed on a different media size.
- 12. The method of claim 10 further comprising prior to said performing, causing via at least one web service, a user interface to be presented on the client device that presents a user with one or more user-selectable options for performing a scaling operation so that the user's print job can be printed on a different media size.
- 20 13. The method of claim 10, wherein said acts of causing and performing are implemented, at least in part, by at least one printer.
 - 14. The method of claim 10, wherein said acts of causing and performing are implemented, at least in part, by at least one proxy server that serves as a proxy for at least one printer.

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15. A network service comprising:

a print job scaling module configured to:

notify a user that a print job intended to be printed on a userselected printer requires a paper size that is not supported by the printer,

the print job scaling module being further configured to receive, as input:

- (1) print job image data comprising a user's print job, and
- (2) one or more scaling parameters that are associated with the print job and provided by the user on account of being notified that the print job requires a paper size that is not supported by the printer,

the print job scaling module being further configured to process the print job image data using the one or more scaling parameters to provide scaled print job image data.

- 16. The network service of claim 15, implemented as a web service.
- 17. A printer embodying the network service of claim 15.

18. A method comprising:

receiving, via a web service, a user selection indicating a document that is to be printed on at least one media type;

retrieving, via a web service, the user-selected document from a web-25 accessible repository;

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receiving, via a web service, a user selection of a printer upon which printing is to take place;

ascertaining, via a web service, whether said at least one media type is supported by the user-selected printer; and

- if said at least one media type is not supported by the user-selected printer, performing a scaling operation on data comprising the document and printing the document on the user-selected printer.
 - 19. The method of claim 18 further comprising, prior to said performing, presenting, via a web service, one or more scaling options for user selection.
 - 20. The method of claim 19 further comprising after said presenting, receiving, via a web service, a user selection of a scaling option, said performing of the scaling operation taking place responsive to receiving said user selection.

21. A method comprising:

receiving, with a printer via a web service, a user selection to print a document on a media type:

20 ascertaining whether the printer supports the media type;

in an event that the printer does not support the media type, automatically scaling image data associated with the document so that the document can be printed on a media type supported by the printer;

printing the document on the printer on the media type supported by the $\,$ 25 $\,$ printer; and

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notifying the user that the document has been printed on the media type supported by the printer.

22. The method of claim 21, wherein said acts of ascertaining and scaling are performed by a web service executing on the printer.

23. A method comprising:

receiving, via a web service, one or more user preferences that pertain to document scaling:

saving, via a web service, the one or more preferences in a web-accessible user store;

receiving, via a web service, a user selection to print a document;

ascertaining, via a web service, whether a media type upon which the document is intended to be printed is supported by a printer upon which printing is intended;

in an event that an intended media type is not supported by the printer upon which printing is intended, scaling, via a web service, image data associated with the document using one or more user preferences so that the associated document can be printed on the intended printer.

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24. The method of claim 23, wherein said acts of receiving one or more user preferences, saving the one or more user preferences, receiving the user selection, ascertaining and scaling are performed by a common web service.

25. The method of claim 23, wherein said acts of receiving one or more user preferences, saving the one or more user preferences, receiving the user selection, ascertaining and scaling are performed by a common web service executing on the printer upon which printing is intended.